**Analysis Report for Freshco Hypermarket**

**Order Level Analysis  
  
1.Order distribution at slot and delivery area level  
  
Observations:**

* All the slots have received significant number of orders from HSR Layout in afternoon and night slots.
* Whereas Harlur, in general experiences huge number of orders in most of the slots other than late nights
* Late night slots, suffers from the least number of orders

**Insights:**  
  
Areas like Harlur, HSR layout faces high order requests, hence it could be central delivery for Freshco.  
  
**2.Areas with highest increase in monthly orders (from January to September)**

**Observations:**

* Akshaya Nagar, Bellandur ETV, Bellandur Sakara, Domlur, EGL, Kadubeesanhalli, Victoria Layout, Yemalur and Shantinagar are the areas which are observed to have significant increase in number of orders from January to September.
* While Jayanagar, Devarachikanna Halli and JP Nagar areas having faced drastic drop of order number from January to September.

**Insights:**

* Areas which have high increase in order demands from January to September is expected to have even more increase in near future, hence we could invest more in terms of its operation and stocks, for better business benefits.
* For the areas like Jayanagar, Devarachikanna Halli and JP Nagar should be investigated in terms of difference in January in comparison of September, in terms of any offers or delivery operations to figure the cause of the drop in the orders

**3.Delivery Charges at slot and month level  
  
Observations:**

* Late Night slots are observed to have significantly high delivery charges followed by night slots.
* While morning and afternoons have significantly lower delivery charges.

**Insights:**

* In the initial months, regardless of the slots the delivery charges are comparatively high, which has dropped eventually in the later months, which might be because Freshco hypermarket was new in the market initially, with a smaller number of orders, which might have increased once, it got established.
* Also, the late night and night have higher delivery charges, might be due to less availability of delivery partners for the slot because of unfavorable timings or a smaller number of orders [known fact post the order distribution vs slot analysis] leading to low benefits to delivery partners
* In order to resolve the high delivery charge issue at late night slots, we could give some additional benefits to the delivery partners operating at the night shifts and keep on rotating the shifts or slots among the delivery partner on regular intervals, according to the required proportion based on the demand in different slots.

**4.Discount at slot and month level   
  
Observations:**

* Late Night slots are offered with least discount.
* Irrespective of the slots, months of August and September have highest discounts offered.

**Insights:**  
  
In late night slots, discount offered is least, as giving discounts equivalent to other slots would be of no use, as number of orders here are comparatively lower in comparison of other slots, which is a known fact, via order distribution vs slot analysis we did.  
  
**5.Discount at drop area level and slot level  
  
Observations:**  
  
Areas like Bellandur – Off Sarjapur Road , are observed with highest discounts offered during the night and evening slots.

**Insights:**  
  
The areas like Bellandur – Off Sarjapur, seems as an area where Freshco, wanted to expand the business in future heavily.

**Completion Rate Analysis  
  
6.Completion Rate at slot vs day of the week level   
  
Observations:**

* Morning, Evening and Afternoon have comparatively higher completion rate, in respect to night and late-night slots
* Late nights are observed to least completion rates  
    
  All the weekdays have most similar completion rates though comparatively higher towards start and end of the week.

**Insights:**

* Completion rate for night shift slots, could be improvised via giving some additional benefits to the delivery partners working on the night or late-night slots, maintaining a proportion of delivery partners across the slots according to the demand, and could keep on rotating the slots among the partners.
* Also, could bring up some schemes to boost the delivery partners in the middle of the week.

**7.Completion Rate at drop area level**

**Observations:**

* The completion rates are highest in the HSR Layout followed by ITI Layout.
* All the other areas have significantly very low, completion rates.

**Insights:**

* Completion rates, since are higher in HSR layout and ITI layout, which could try to target even huge expansion of business in these areas.
* Also, we could start improvising the strategy, taking HSR layout as a reference to improvise the business and completion rates in other areas as well.

**8.Completion Rate at number of products order level**

**Observations & Insights:**  
  
The completion rate is parallel with respect to the number of products at order level currently.

**9.Analysis on the observed pattern**

* Night or late-night slots could be more focused upon in order to increase the completion there as well.
* We can around the middle of the weeks to boost the completion rate there as well
* Completion rates, since are higher in HSR layout and ITI layout, which could try to target even huge expansion of business in these areas.
* Also, we could start improvising the strategy, taking HSR layout as a reference to improvise the business and completion rates in other areas as well.

**Customer Level Analysis  
  
10.Completion Rate at Source level  
  
Observations & Insights:**

* Snapchat and Facebook experiences least completion rate.
* While Organic followed by google experiences maximum completion rate.

**11.LTV per customer**

**Observations:**

* On maximum customers are leading upto 40k to 50k LTVs.
* On the other hand, there are customers who have contributed to only 2 figure LTVs which has gone upto 20 LTV as well.

**Insights:**

* We can target the customers who has gone upto 40 to 50k or 30k LTVs, via giving them good offers, in order to increase the LTVs even further, or maintain the current LTVs at least.

**12.Aggregated LTV at customer acquisition source level**

**Observations:**

* The aggregated LTV is maximum at Snapchat and Google.

**Insights:**

* We could invest more on the advertisements on Snapchat and Google like sources, to generate maximum benefits out of the investments in the near future.

**13.Aggregated LTV at acquisition month level**

**Observations & Insights:**

* Aggregated LTVs are usually higher comparatively for the customer with acquisition month as April.

**14.Average Revenue at customer acquisition source level**

**Observations:**

* The average revenue is maximum at Snapchat and Google.

**Insights:**

* We could invest more on the advertisements on Snapchat and Google like sources, to generate maximum benefits out of the investments in the near future.

**15.Average Revenue at customer acquisition month level**

**Observations & Insights**

* Average Revenue are usually higher comparatively for the customer with acquisition month as April.

**16.Order rating across slots, number of items placed, delivery charges**

**Observations & Insights:**

* Sum of the order ratings are minimum during the late-night slots.
* Sum of the order ratings are directly proportional to count of the products.
* And it decreases with the increase in the delivery charges.
* While decreases with the increase in the discounts.

**Delivery Level Analysis  
  
17.Average delivery time at month and delivery area level**

**Observations:**

* In the 1st month, delivery time is highest for Jayanagar and Bannerghatta.
* In the 2nd month, its highest for JP Nagar Phase 4-5, followed by JP Nagar Phase 6-7.
* In the 3rd month, its highest for JP Nagar Phase 1-3, followed by Akshaya Nagar. Similarly, for the 4th month its highest for Devarachikanna Halli Indiranagar and so on for the remaining months.
* Mahadevapura in the month of May, seems to have the highest delivery time among all the areas for any of the months.
* Also, on the average the delivery time is highest in the month of May.

**Insights:**

* We need to improve or work on delivery timings in the month of May specially, it could be huge, due to high number of orders in May, compare to the other months, as it seems from the chart as well.
* Also, it’s very huge in Mahadevapura, in the month of May , it could be due to exceptionally huge orders from the area in May , or due to some less availability of the delivery partners near to that area.

**18.Delivery time at month or weekend/weekday level**

**Observations:**

* The distribution of delivery timings is similar irrespective of the fact, whether it’s a weekday or weekend.
* And the delivery timings, are highest for the 5th month i.e. May.

**Insights:**

* We need to work around the delivery timings for the month of May, so that we could sustain our customers even though, there is a huge demand for the month.

**19.Average overall delivery timings at the slot level**

**Observations:**

* The delivery time is highest during the morning and evening slots while its least during the late-night slots.

**Insights:**

* The delivery timings are least at late-night slots, could be due to less demand during that slot, while we need to work upon the delivery timings for the mornings and evenings, we need to increase our delivery partners at these slots if the demand is huge during these.

**20. Delivery charges at the level of slot and delivery area [Pattern]**

**Observations:**

* Late-night delivery charges are exceptionally huge for the areas of Brookefield and CV Raman Nagar.
* Areas like Arekere, Banashankari Stage 2 experiences huge delivery charges during afternoon, evenings or late-night slots.
* On the average, late-night delivery charges are highest in general as compared to other slots.

**Insights:**

* CV Raman Nagar and Brookefield, face orders only during the late-night slots only, hence the delivery charges are exceptionally huge for these areas at late night slot.
* Also, the late night and night have higher delivery charges, might be due to less availability of delivery partners for the slot because of unfavorable timings or a smaller number of orders [known fact post the order distribution vs slot analysis] leading to low benefits to delivery partners
* In order to resolve the high delivery charge issue at late night slots, we could give some additional benefits to the delivery partners operating at the night shifts and keep on rotating the shifts or slots among the delivery partner on regular intervals, according to the required proportion based on the demand in different slots.

**21.Delivery Time Vs Delivery area [Pattern]**

**Observations & Insights:**

* The delivery timings are exceptionally high in Mahadevapura, might be due to heavy traffic or a smaller number of delivery partners in the nearby areas of Mahadevapura.